

## ORDER



**Orders**  
**Order / Rev:** 202882  
**Alt Order #:** 06847510  
**Product Desc:** 9/25-10/1 HOUSE MAJORITY PAC  
**Estimate:** 1435  
**Flight Dates:** 09/25/12 - 10/01/12  
**Original Date / Rev:** 09/27/12 / 09/27/12  
**Order Type:** REG

## WVBT

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/House Majority PAC  
**Demographic:** A25-54  
**Product Codes:** PL2  
**Priority:** NA  
**Revenue Codes:** AGY, REG, REG

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN14921

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	20	\$5,960.00	\$5,066.00
10/01/12	10/01/12	8	\$4,115.00	\$3,497.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	20	\$5,960.00	\$5,066.00	0.00
October 2012	8	\$4,115.00	\$3,497.75	0.00
<b>Totals</b>	<b>28</b>	<b>\$10,075.00</b>	<b>\$8,563.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WVBT	10%	\$10,075.00
Market	100%	\$100,750.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	36%	\$36,270.00
WGNT	1%	\$1,007.50
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	19%	\$19,142.50
WTVZ	5%	\$5,037.50
WVEC	29%	\$29,217.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WVBT	09/25/12	09/28/12	M-F 10-11a Millionaire	CM	10-11a	- TWTF - -	:30	2	\$100.00	P1	0.00	NM	2	\$200.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	- TWTF - -	2		\$100.00	0.00							
2	WVBT	09/25/12	09/28/12		CM	4-5p	- TWTF - -	:30	4	\$250.00	P1	0.00	NM	4	\$1,000.00

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Estimate: 1435  
**WVBT**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 4-5p M-F 4-5p											
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- TWTF--			4		\$250.00		0.00				
3	WVBT	09/25/12	09/28/12	M-F 7-730p M-F 7-730p	CM	7-730p	- TWTF--	:30	2	\$400.00	P1	0.00	NM	2	\$800.00
				TMZ ON TV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- TWTF--			2		\$400.00		0.00				
N 4	WVBT	10/01/12	10/01/12	Mon Hour 1 Mon 8-9p	CM	8-9p	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				BONES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$2,000.00		0.00				
5	WVBT	09/25/12	09/28/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	- TWTF--	:30	2	\$1,200.00	P1	0.00	NM	2	\$2,400.00
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- TWTF--			2		\$1,200.00		0.00				
6	WVBT	09/29/12	09/29/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S-	-----S-	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
				SATURDAY LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S-			1		\$1,000.00		0.00				
7	WVBT	10/01/12	10/01/12	M-F 10-11a Millionaire	CM	10-11a	M-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
				MILLIONAIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$100.00		0.00				
8	WVBT	10/01/12	10/01/12	M-F 4-5p M-F 4-5p	CM	4-5p	M-----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$200.00		0.00				
9	WVBT	10/01/12	10/01/12	M-F 7-730p M-F 7-730p	CM	7-730p	M-----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
				TMZ ON TV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$400.00		0.00				
10	WVBT	10/01/12	10/01/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	M-----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$1,200.00		0.00				
11	WVBT	09/25/12	09/28/12	M-F 5-6a Ricki Lake	CM	5-6a	- TWTF--	:30	4	\$15.00	P3	0.00	NM	4	\$60.00
				RICKI LAKE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- TWTF--			4		\$15.00		0.00				
12	WVBT	10/01/12	10/01/12	M-F 5-6a Ricki Lake	CM	5-6a	M-----	:30	1	\$15.00	P3	0.00	NM	1	\$15.00
				RICKI LAKE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$15.00		0.00				
13	WVBT	09/25/12	09/28/12	M-F 11a-12p Jeff Probst	CM	11a-12p	- TWTF--	:30	2	\$100.00	P1	0.00	NM	2	\$200.00
				JEFF PROBST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- TWTF--			2		\$100.00		0.00				
14	WVBT	10/01/12	10/01/12		CM	11a-12p	M-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
				M-F 11a-12p											
				Jeff Probst											
JEFF PROBST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M- - - - -	1		\$100.00		0.00						
15	WVBT	09/25/12	09/28/12	M-F 12-1p	CM	12-1p	- TWTF- -	:30	3	\$100.00	P1	0.00 NM	3	\$300.00	
				Wendy Williams											
WENDY WILLIAMS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF- -	3		\$100.00		0.00						
16	WVBT	10/01/12	10/01/12	M-F 12-1p	CM	12-1p	M- - - - -	:30	1	\$100.00	P1	0.00 NM	1	\$100.00	
				Wendy Williams											
WENDY WILLIAMS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M- - - - -	1		\$100.00		0.00						
													Totals	28	\$10,075.00